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## KYOCERA CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Kyocera Corporation

**Company Sector :** Electronics & Ceramics

**Operating Geography :** Japan, Asia, Global

**About the Company :** Kyocera Corporation is a Japanese multinational electronic equipment and components manufacturer headquartered in Kyoto, Japan. The company primarily engages in the provision of automotive parts, semiconductor-related parts and electronic parts. Kyocera employs a dynamic workforce of 75,505 people as of 2020. The core product of the company, that is, ceramics, was utilized by its founder, Dr. Kazuo Inamori. He recognized the potential of this highly versatile material and created his brand around it. Kyocera was established in 1959 and consequently became one of the flagship companies to produce fine ceramic components. In January 2000, Mita Corporation was reorganized to become Kyocera Corporation. The company has rapidly grown into one of the world's prominent producers of electronics and other products that utilize ceramics and its intricate electronics technology. Kyocera's subsidiaries include Kyocera Mita, Kyocera International and AVX Corp. Kyocera is committed towards addressing CSR issues, cultivating relationships of mutual trust with stakeholders, and striving for sustainable growth while contributing to the healthy development of society. Kyocera was featured on the "Top 100 Global Innovators" lists by Clarivate Analytics. The company also received 6 Summer 2019 Awards from BLI.

Kyocera Corporation's unique selling proposition or USP lies in being the world's foremost manufacturers of fine-ceramic components for the information and communication industries. Its mission statement reads, "To provide our customers with the most efficient and productive office technology at the most competitive pricing in our industry and back it with a service department that is second to none."

**Revenue :**

JPY 1,599 billion – FY ended 31st March 2020 (y-o-y decrease of 1.48%)

JPY 1,623 billion – FY ended 31st March 2019

## SWOT Analysis :

The SWOT Analysis for Kyocera Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong foothold in the energy business</li> <li>2.Aggressive approach to mergers and acquisitions resulting in combined competencies</li> <li>3.World leader in technological innovations and R&amp;D activities</li> <li>4.Strong sales and distribution network</li> </ul>	<ul style="list-style-type: none"> <li>1.Decline in solar energy segment sales</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Development of concept car for the future with installed advanced devices</li> <li>2.Revolution in mobile networks enhancing mobility</li> <li>3.Development of energy-related services</li> <li>4.Strong potential in rooftop PV power supply services</li> <li>5.Developing Autonomous Driving with wireless network and sensing technology</li> <li>6.Ceramic substrates market to grow strong over the next few years</li> </ul>	<ul style="list-style-type: none"> <li>1.Higher tariffs due to the US-China trade war affecting the production facilities</li> <li>2.Impact of exchange rate fluctuations</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Kyocera Corporation is given below:

Political	Economical
1.Impacts of higher tariffs imposed due to the US-China trade war	1.Stagnation of global economy to lead to decrease in demand for Kyocera's products
Social	Technological
1.Maintenance of local public transport affected by depopulation, driver shortage and natural disasters 2.Increase in traffic accidents involving vulnerable citizens 3.Accessibility of solar panels for private households	1.Expanding the possibilities for IoT applications in cutting-edge technologies 2.Promoting greater energy efficiency and sustainability through advanced energy conversion devices
Legal	Environmental
1.Involvement in patent infringement lawsuits	1.Response to climate change by reducing greenhouse gas emissions 2.Endeavor to develop environment-friendly products and effective resource consumption

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